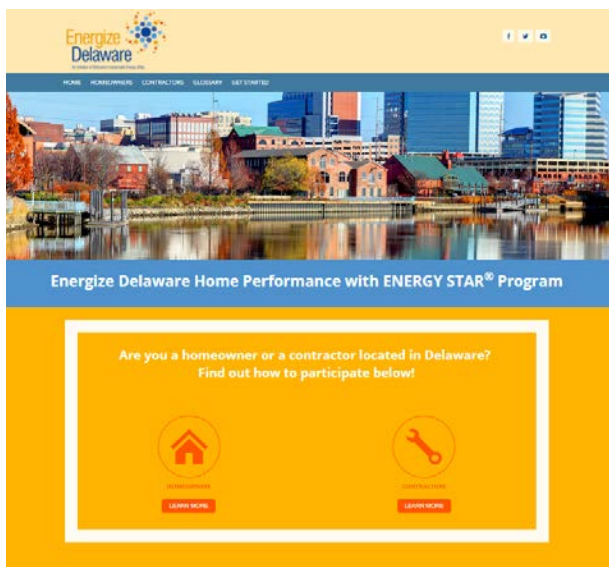


DESEU Marketing Activity Report – 11/16/2017

Program Support

Home Performance – Worked with Franklin and ICF on the transition for Marketing and energyOrbit. Franklin has re-launched the home performance portal, which now has a better flow of information for both homeowners and contractors. We've also been working with them on updating the brochures and other collateral materials. This includes the graphics for the vehicles their staff will use when visiting homeowners. Began distribution of the Home Energy Loan Brochures to the contractors that attended Franklin's in person training sessions.



Energy Orbit –We are conducting data quality checks on 2017 data as we work on our RGGI reporting. We presented an overview of the system to the EEAC. We also have been working with DEMEC to determine the cost of added their organization and programs to the system.

Community Energy Centers – Finalized the design of the rack card and developed a poster the centers can put up in the community to raise awareness. Reviewed changes to the 2018 Energy Directory.

Brochure Development – Brochures for the Multifamily, Residential Solar Loan, and Home Energy Efficiency Loan have all been printed. The Community Energy Center rack card was finalized but is awaiting confirmation of possible locations for the FSCAA centers.

Farm Program – Worked with them on design of a post card to be mailed to Delaware's farmers, as well as on display materials for their upcoming shows (Ag Week, Dairy Days, etc)

Business Programs – Created an ad for the Kent and Sussex Profiles that focuses on the programs and resources we have available for companies looking to relocate to those counties.

DESEU Marketing Activity Report - 11/16/2017

Community Outreach

NCALL/Restoring Central Dover Homeowner workshop (November 29th) – This workshop was held for lower income homeowners in the Restoring Central Dover area to help them identify programs that can help them repair and upgrade their homes. We provided materials about our Community Energy Center and Assisted Home Performance programs.

Delaware Resilient and Sustainable Communities Summit (November 27th) – Kate Bayard and Sue Sebastian attended this new annual event put on by DNREC that brings together local and state officials, community leaders, and organizations interested in making Delaware’s communities more resilient. We had a table at the event, and had good conversations with representatives from many local governments about our programs.



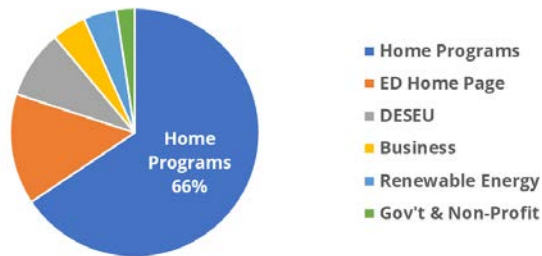
Ag Week (January 8-11) – Brad North and Lisa Coven from Ensave represented the Farm Program at Ag Week with a exhibit table as well as a presentation about the program to the chicken farmers. They’ve had very good indepth discussions with attendees this year.

Marketing and Brand Awareness Campaign

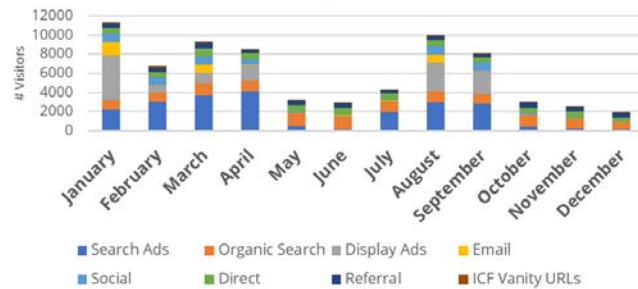
The Discovery Stage of the campaign has started with AB+C reviewing our current and historical marketing materials and conducting stakeholder interviews. The website redesign effort has also begun. Kate attended a preliminary meeting with the web team to review the current website. They are pleased with the amount of content already available and will now begin to build a “blueprint” for how the information will be presented on the revised site.

Website

What program content is being viewed
(November - December 2017)



How visitors get to website



The drops in in traffic are due to Home Performance Search and Display Advertising being put on hold.

We’ve updated the Pathways to Green Schools page, adding a second page that features school success stories.

Email Marketing and Press Coverage

The Franklin Energy Press Release was sent to the press on November 28th and was picked up by several outlets.